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PTO/SB/21 (09-04)

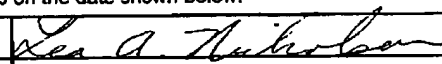
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MAR 16 2006

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TRANSMITTAL FORM	Application Number	09/973,083	
	Filing Date	October 10, 2001	
	First Named Inventor	Hendricks	
	Art Unit	2617	
	Examiner Name	Justin E. Shepard	
(to be used for all correspondence after initial filing)			
Total Number of Pages in This Submission	10	Attorney Docket Number	SEDN/5205

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Firm	Patterson & Sheridan, LLP	
Signature		
Printed Name	Lea A. Nicholson	
Date	March 16, 2006	Reg. No. 48,346

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	Art Unit	2617	
	Examiner Name	Justin E. Shepard	
Total Number of Pages in This Submission	10	Attorney Docket Number	SEDN/5205

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT			
Firm	Patterson & Sheridan, LLP		
Signature	<i>Lea A. Nicholson</i>		
Printed Name	Lea A. Nicholson		
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Signature	<i>Lea A. Nicholson</i>		Date
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**IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE****PATENT APPLICATION**Applicant: **Hendricks et al.**Case: **SEDN/5205**Serial No.: **09/973,083**Filed: **October 10, 2001**Examiner: **Shepard, Justin E.**Group Art Unit: **2611**Confirmation No: **5151**Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION
DELIVERY SYSTEMS****RESPONSE UNDER 37 C.F.R. §1.111****MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
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3/16/06	<i>Lee A. Nichols</i>
Date	

SIR:

In response to the non-final Office Action mailed November 16, 2005, please enter this response and reconsider the claims pending in the application for the reasons discussed below.

The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.